

REMARKS

Claims 1-2, 4-11, 31-50, 71-74 and 79-90 remain in the application. Claims 1, 5, 32, 71- 74, 79 and 83 have been amended. Claims 3, 12-30, 51-68, 70 and 71-78 were cancelled in a previous Office Action response.

Claims 32-38 and 73-74 were rejected under 35 USC 102(e) as being anticipated by U.S. Patent No. 6,374,241 (Lambert). The Examiner argues that Lambert discloses transmitting listee information, sponsor information, and framing information to the user for use in generating a display. The referenced portion of Lambert is reproduced below.

Referring now to FIG. 13, shown is an example of one embodiment of a user interface display 1850 for performing a user query in accordance with user-specified search criteria. User interface 1850 of FIG. 13 is the interface 1800 of FIG. 3, but with user-specified data query information included in various data fields. In FIG. 13, a data query is performed for "shoes" as the category 1802 for "Boston, Mass." in field 1804. The query is performed by selecting the "Find It" button of field 1806. The resulting screen displayed in response to selection of the "Find It" button is included in FIG. 14.

Referring to FIG. 14, shown is one example of a screen display in response to a performing a user query. The screen results 1860 may include displayed summarized business listing information in accordance with the search criteria previously specified in FIG. 14. Various business listings may be grouped together in categories. In this example, relating to "shoes", are 154 business listings included in thirteen (13) categories. From this listing of thirteen (13) categories, the user may select one of these relating to shoes. For example, selection, as by using a mouse, of "custom made shoes" 1862 results in the screen display of FIG. 15.

Lambert Col. 9, line 57 to Col. 10, line 11

The Applicant has amended these claims to more clearly define the invention and distinguish the claims from the cited references. Claim 32 has been amended to specify that HTML framing information is transmitted to the user for use in generating a browseable pre-defined HTML web page display having a plurality of embedded hypertext links. The applicant submits that Lambert does not disclose the transmittal of framing information to a user for use in generating a browseable pre-defined HTML web page display having a plurality of embedded hypertext links. For these reasons, the applicant submits that amended claim 32 is not anticipate by Lambert.

Like claim 32, claim 73 was amended to add the limitations of transmitting HTML framing information to the user for use in generating a display browseable pre-defined HTML web page having a plurality of embedded hypertext links. For the same reasons discussed above with respect to claim 32, the applicant submits that claim 73 is not invalid as anticipated by Lambert. Claims 33-38 depend from claim 32 and claim 74 depends from claim 73. The applicant submits that claims 33-38 and 74 are similarly not invalid as anticipated by Lambert.

Claims 1-2, 71-72 and 79-81 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lambert and further in view of U.S. Patent No. 6,243,750, Verma. The Examiner argues that Lambert discloses the limitation “displaying the selected listing as a sponsoree listing and a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing in response to a user selection of one of the listings.” This portion of Lambert is reproduced below.

Referring now to FIG. 15, shown are the business listings related to the user-specified search criteria selection relating to “custom made shoes”. From this screen 1870, the user may further select one of the businesses for more information pertaining to the business, such as directions and business-provided advertisements.

Lambert, Col. 10, lines 12-17.

Figure 15 of Lambert shows a listing based upon the search of “custom made shoes” including “Hanger Prosthetics & Orthotics” and “Pedi-Mac Shoe Company.” The Applicant has amended claim 1 to more clearly describe the claimed invention and respectfully disagrees with the Examiner’s interpretation of Lambert. The limitation requires that a designated active and browseable pre-defined web page of a sponsor be displayed on the same page as the sponsoree listing. The active and browseable pre-defined web page of the sponsors having a plurality of embedded hypertext links wherein the sponsor web page is displayed are displayed in the same web page as the sponsoree listing. These added limitations are supported by the specification at page 6, lines 9-21, page 13, line 21- Figs 11 & 12. The browseable web page within another web page allows a user to fully utilize all the features of a sponsor web page while continuing to display the sponsoree listing web page and tools. The user also does not have to click-through the sponsor’s button to change the displayed web page or open a new web page to access the sponsor web page.

The applicant submits that the listing illustrated in Lambert is not a browseable pre-defined web page of a sponsor. The web page simply includes a listing of sponsors that are generated by the search engine. These search result listings are not browseable pre-defined HTML web page of a sponsor that include a plurality of embedded hypertext links. For these reasons, the applicant respectfully submits that claim 1 is not invalid as obvious over Lambert in view of Verma.

Like claim 1, claims 71, 72 and 79 were also amended to add the limitations of a designated active and browseable pre-defined HTML web page of a sponsor having a plurality of embedded links wherein the sponsor web page is displayed on the same page as the sponsoree listing. Claim 2 depends from claim 1 and claims 80 and 81 depend from claim 79. For the same reasons discussed above with respect to claim 1, the applicant submits that claims 2, 71, 72, 79, 80 and 81 are not invalid as obvious in over Lambert in view of Verma.

Claims 4-10, 31, 82-88 and 90 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lambert and Verma and further in view of U.S. Patent No. 6,338,085 to Ramaswamy. The Examiner argues that Ramaswamy discloses a telephone activated web server providing a user interface for searching or requesting certain information. Claims 4 and 31 depend from claim 1. The applicant submits that none of the cited references including Ramaswamy disclose the claim limitation of a designated active and browseable pre-defined HTML web page of a sponsor having a plurality of embedded links wherein the sponsor web page is displayed on the same page as the sponsoree listing. Thus, claims 4 and 31 are not invalid as obvious over Lambert, Verma and further in view of Ramaswamy.

Claims 82 and 90 depend from claim 79. The applicant submits that none of the cited references including Ramaswamy disclose the claim limitation of a designated active and browseable pre-defined HTML web page of a sponsor having a plurality of embedded links wherein the sponsor web page is displayed on the same page as the sponsoree listing. Thus, the applicant submits that claim 82 and 90 are not invalid as obvious over Lambert, Verma and further in view of Ramaswamy.

Claims 5 and 83 have been amended to more clearly define the invention as providing telephone communications between the user and a listee. The applicant submits that Ramaswamy discloses a system that sends web pages to a user of the web site, but does not

disclose or suggest providing telephone communications between the user and a selected listee. Because none of the cited references disclose providing a user with telephone communications, the applicant submits that claim 5 and 83 are not invalid as obvious over Lambert and Verma in view of Ramaswamy. Claims 6-10 depend from claim 5 and claims 84-88 depend from claim 83. For the same reasons discussed above, the applicant submits that claims 6-10 and 84-88 are not invalid as obvious over Lambert and Verma in view of Ramaswamy.

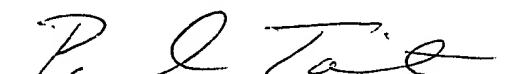
Claims 31 and 90 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lambert, Verma, Ramaswamy and further in view of U.S. Patent No. 6,487,538, Gupta. The Examiner argues that Gupta discloses Internet advertising scheme that bases the advertisement on the input from the user of the search website. Claim 31 depends from claim 1 and claim 89 depends from claim 79. For the reasons discussed above with respect to claims 1 and 79, the applicant submits that claims 31 and 89 are not invalid over Lambert, Verma, Ramaswamy in view of Gupta.

Claims 35-50 were rejected under 35 U.S.C. 103(a) as being unpatentable over Lambert in view of U.S. Patent No. 6,253,189, Feezell. Claims 35-50 depend from claim 32. The applicant submits that neither Lambert nor Freezell disclose the transmittal of framing information to a user for use in generating a browseable pre-defined HTML web page display having a plurality of embedded hypertext links. For the same reasons discussed above with respect to claim 32, the applicant submits that claimed 35-50 are not invalid in view of the cited prior art.

In view of the above amendments and remarks, Applicant respectfully requests the timely allowance of the pending claims. The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment to Deposit Account No. 04-0822.

Respectfully submitted,

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